



**22 MAY
2027**

SUPERYACHTLIFE



Discover Life on the Water

World Boating Day

Campaign Impact Report 2026

World Boating Day 2026

at a glance

28

countries

143

events

7-1000

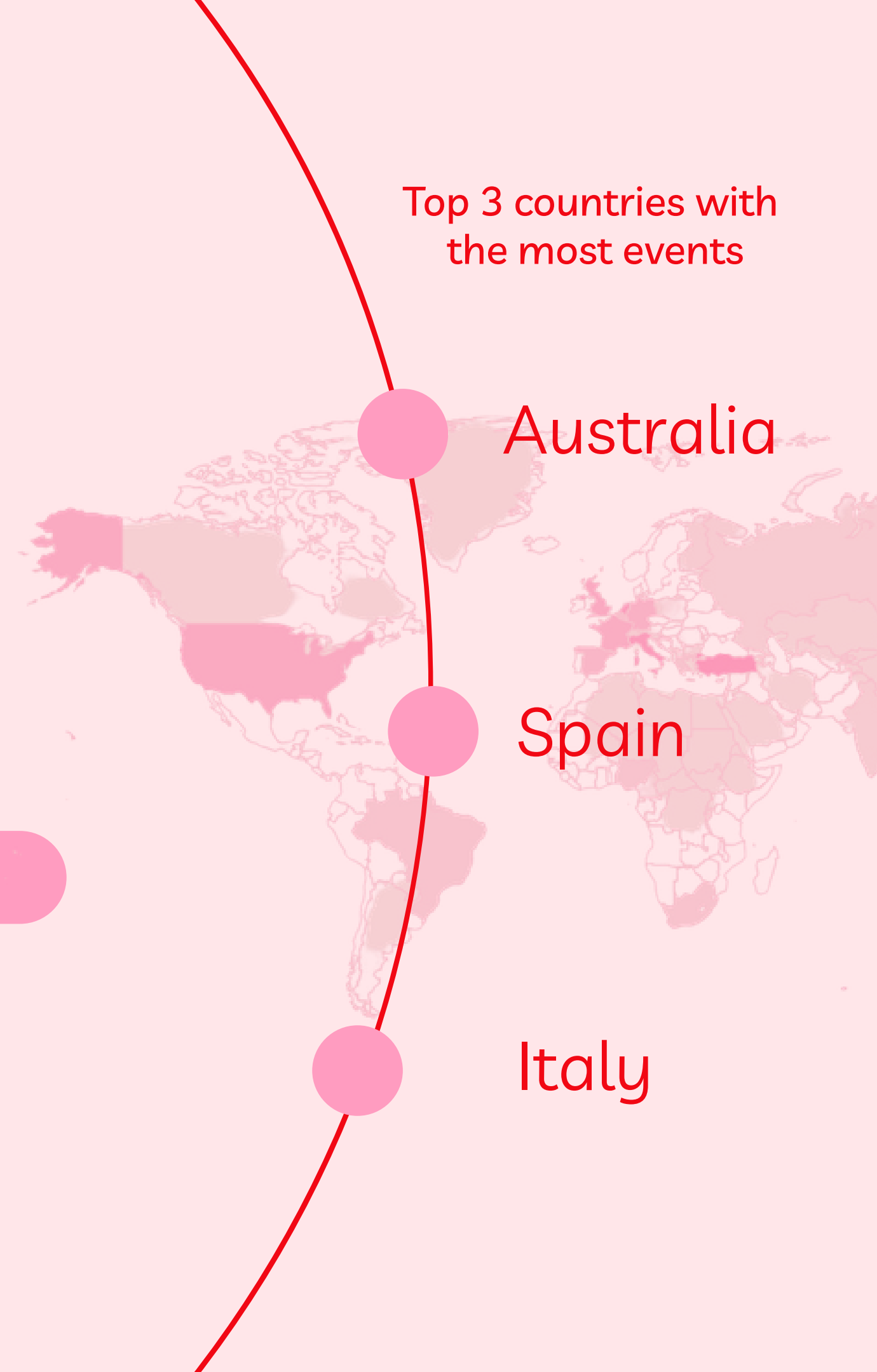
visitors per event

Top 3 countries with
the most events

Australia

Spain

Italy



WORLD BOATING DAY

update

SOCIAL MEDIA

24M

Reach

80M

Impressions

96.2K

Clicks

WEBSITE

36.4K

Views

283K

Website events

29SN

Average session

8.900+
IG Followers



WORLD BOATING DAY

in media

160+

articles

9

*press
releases*

17+

countries

*Click here to
see the list of
coverage*

*Our stories reached major outlets such as
**Cosmopolitan Italia, The Independent Santa Barbara,
Forbes, Monaco Life** and more.*

WORLD BOATING DAY

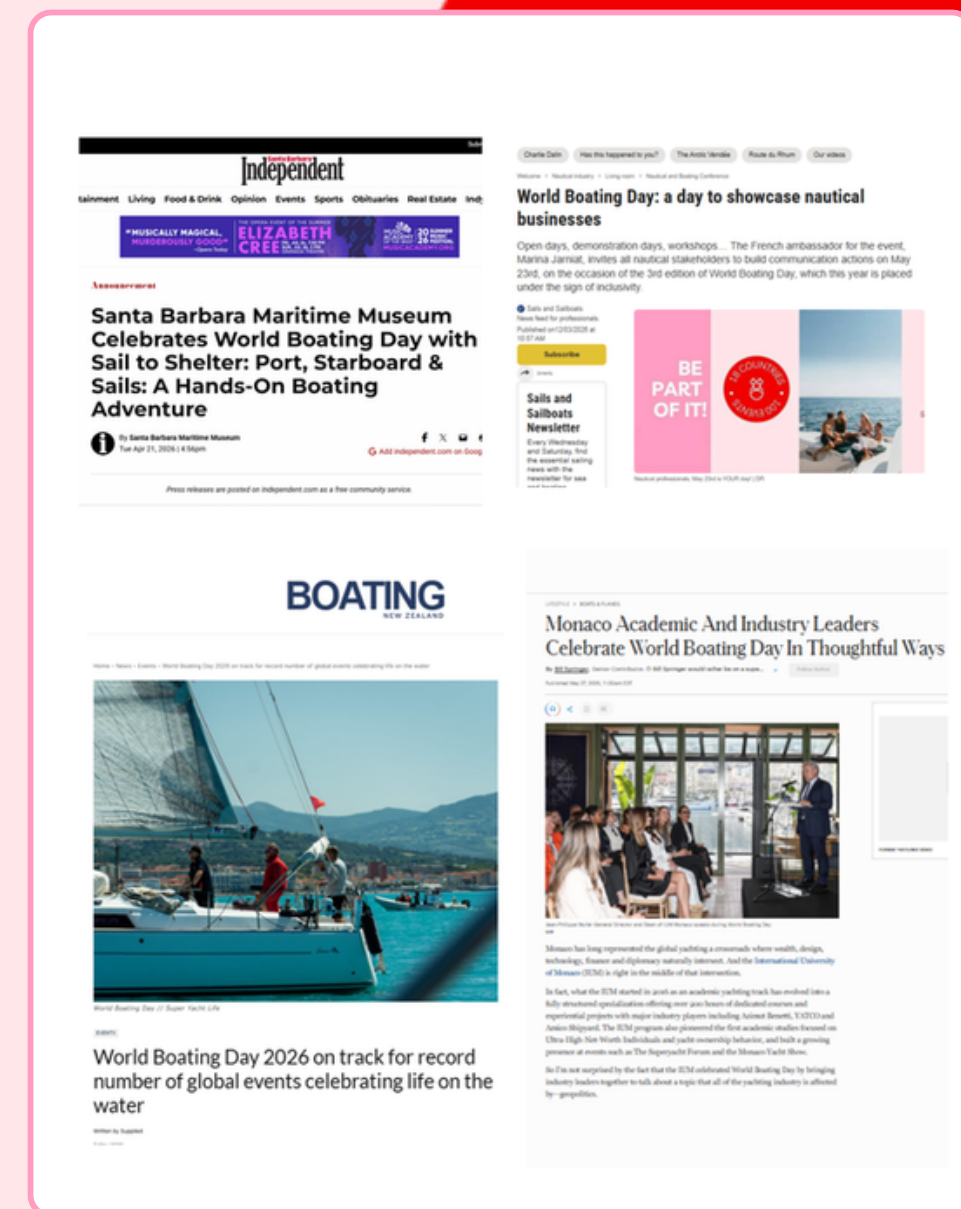
in media

INDUSTRY COVERAGE HIGHLIGHTS

- Asia-Pacific Boating
- Boat International
- British Marine
- Figaro Nautisme
- Marina World
- Marine Business News
- Marine Business World
- MegayachtNews
- Ocean Magazine
- SuperYacht Times

NON-INDUSTRY COVERAGE

- Cosmopolitan Italy
- Forbes
- The Independent Santa Barbara
- Monaco Life
- E-Global Travel Media
- Liguria 24
- New Hamburg Independent
- Planet News
- Myanmar Culture Today
- Newsbreak



WORLD BOATING DAY

email marketing

30+

newsletters

15k

deliveries

26.5%

open rate

9.5%

*Click per open
rate*

*Email updates kept our audience informed and
supported campaign visibility & traffic*

WORLD BOATING DAY

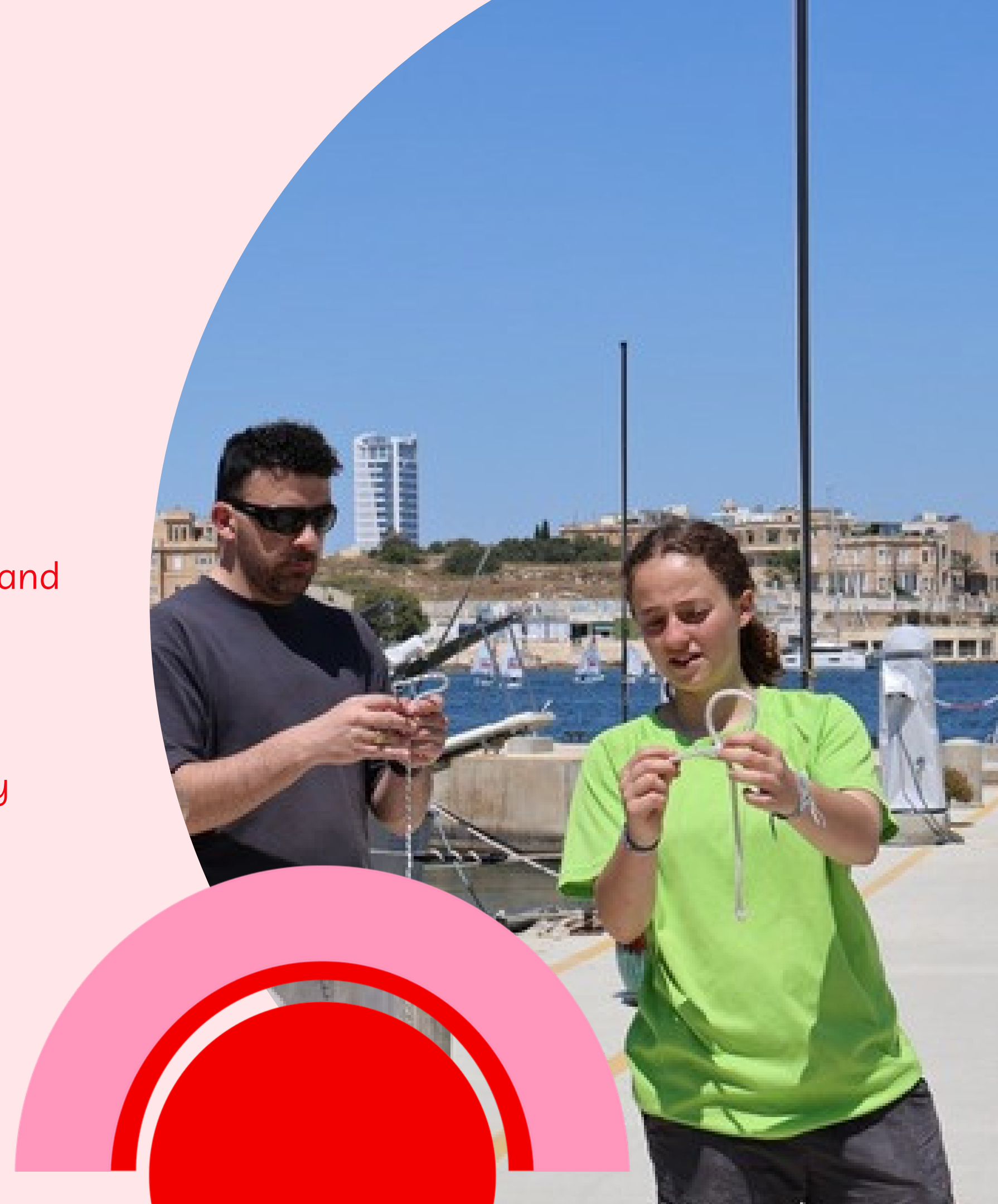
in 28 countries across 6 continents

Australia
Austria
Belgium
China
Cyprus
Finland
France

Germany
Greece
Grenada
Indonesia
Italy
Malaysia
Malta

Monaco
Netherlands
New Zealand
Panama
Poland
South Africa
Spain

Sweden
Switzerland
Turkey
UAE
UK
Uruguay
USA



WORLD BOATING DAY

growth trajectory

In 2026, we doubled our global footprint and substantially increased our digital and media impact

	EVENTS		SOCIAL MEDIA			TRAFFIC		PRESS
2024	9 countries	46 events	14M reach	20M impression	500 followers	15K visitors	26K views	80+ articles
2025	18 countries	100 events	21M reach	46M impression	1500+ followers	18K visitors	30K views	120+ articles
2026	28 countries	143 events	24M reach	80M impression	8800+ followers	29K visitors	37K views	160+ articles

EVENTS

diverse formats & activations

7-1000 visitors
per event



NEW TALENT DAY



GUIDED TOUR



CAREER DAY



WATER CLEAN-UP



TREASURE HUNT



YOGA SESSION



TALKS



KIDS SAILING DAY



FAMILY DAY



SHIPYARD TOUR

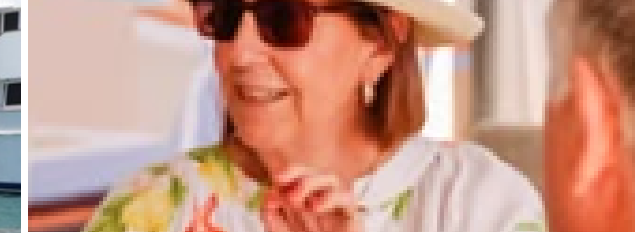


STUDENT DAY



TRY SAILING DAY

**underlined labels are linked to short event videos*



REGIONAL COLLABORATIONS

BALEARIC MARINE CLUSTER

Led by the Balearic Marine Cluster, around 10 local companies joined forces across the Balearics in Spain.

MONACO CLUSTER

In Monaco, key members of the local yachting ecosystem showcased maritime culture and industry collaboration.

MALTA CLUSTER

In Malta, four companies created a joined programme combining sailing, wellness and creativity by the sea.

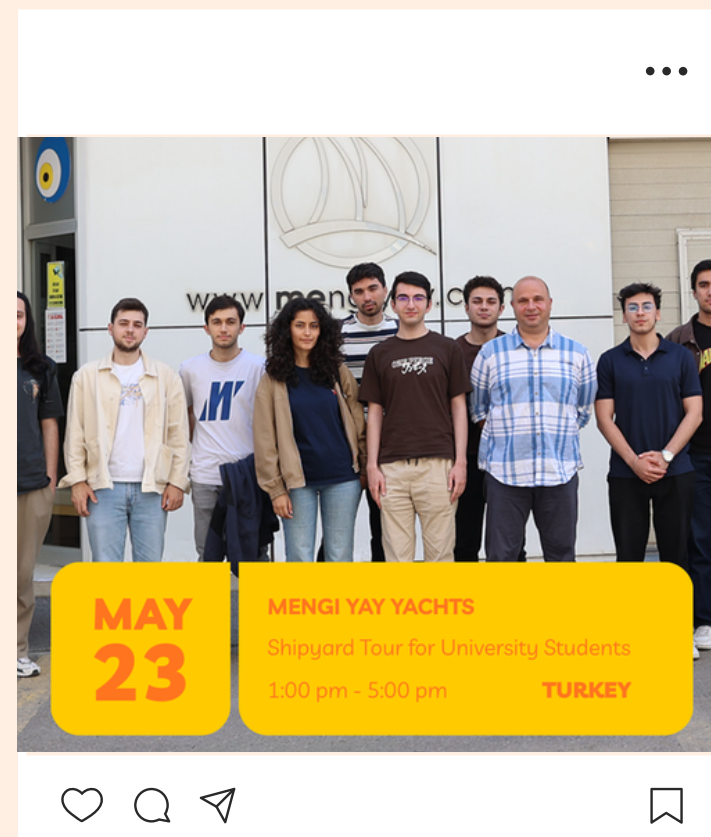
SWEDEN CLUSTER

Sweboat turned World Boating Day into a national boating moment, mobilising clubs, marinas, yards and sailing schools.



WORLD BOATING DAY

digital campaign



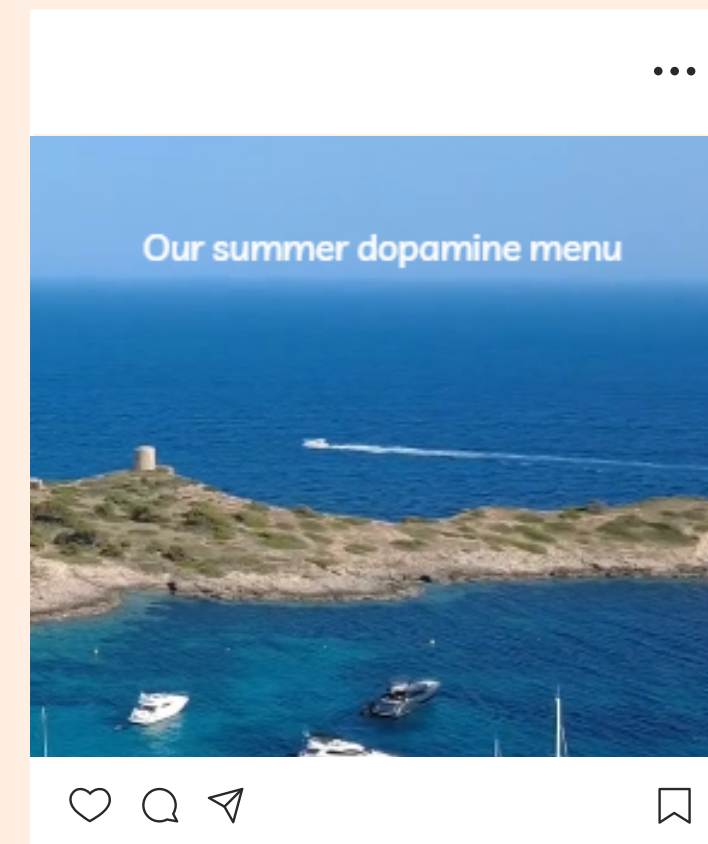
Event promotions

Targeted promotions across global markets increased event local visibility and registrations



#WhatFloatsYourBoat campaign

Launched within the industry to spark an organic, inviting activation



Lifestyle Content

Bringing boating culture to life through reels and social trends.

1000+

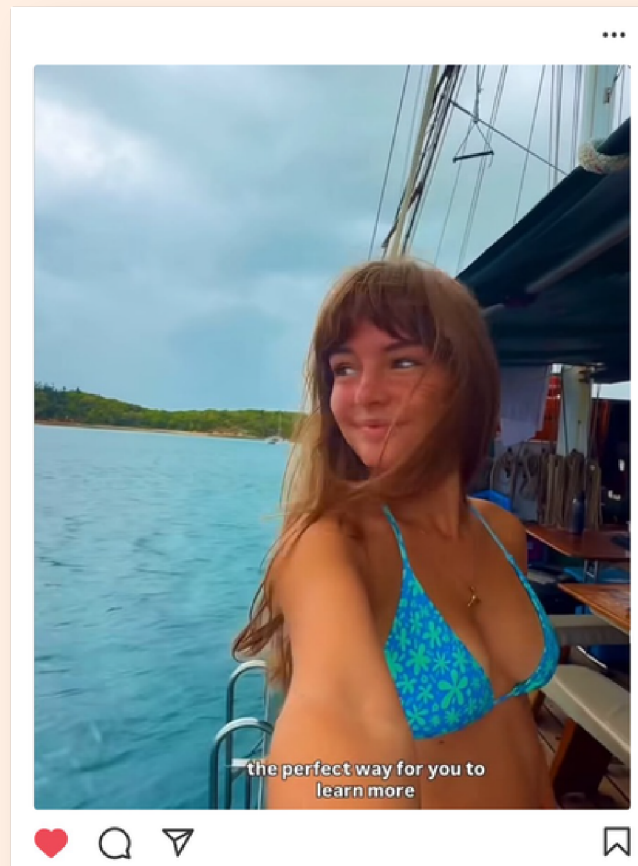
user-generated posts

#worldboatingday

INFLUENCER COLLABORATIONS

digital campaign

4 LIFESTYLE INFLUENCERS | 3 KEY MARKETS | 15M+ TOTAL REACH



Josee Steelman

Location: US

Audience: lifestyle & travel

4.4M WBD content reach

1.3K likes



Mathis Bourgnon

Location: France

Audience: sailing & sport

3.4M WBD content reach

1K likes



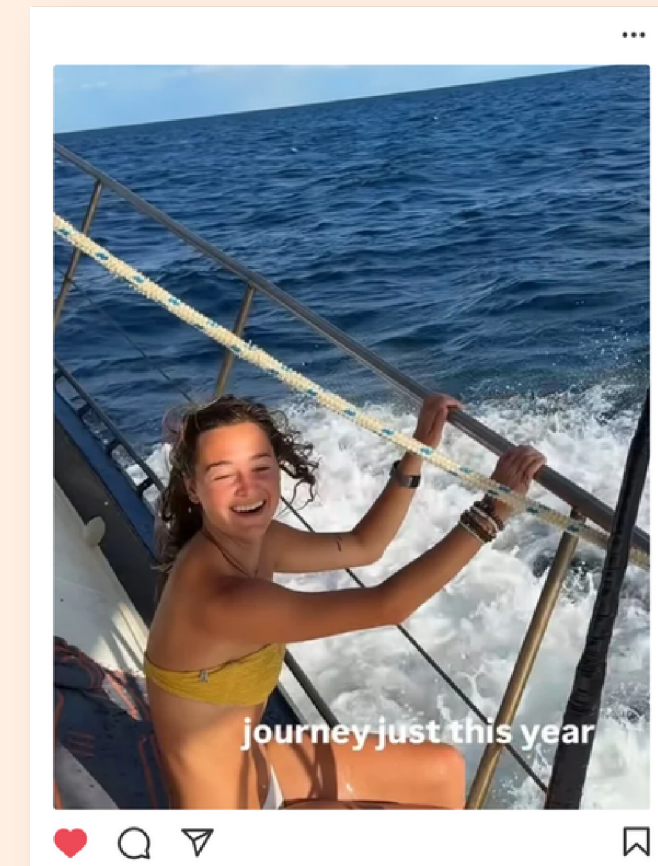
Greta & Michael

Location: Italy

Audience: lifeaboard lifestyle

4M WBD content reach

1.8K likes



Ava Grace

Location: US

Audience: lifestyle & travel

3.3M WBD content reach

1.3K likes



WHAT VISITORS SAY ABOUT US:

"Boating feels so inviting. After trying sailing today, I feel really drawn to the water and now I'm wondering how I can make it part of my life." - Meg

"I've always been interested in boats and as I'm currently looking for a job, I really enjoyed attending the Oceanco career event and learning more about the opportunities in the industry." - Stefan

"An open day like this is fantastic. It really broadens your perspective and shows just how big this world is." - Jacob

"This industry is completely new to me, and I wanted to learn more about what boating is all about and why so many people are passionate about it." - Martin

"I never realised how many different people and skills are involved behind the scenes. It made the industry feel much more exciting than I expected." - Anna



WHAT PARTICIPANTS SAY ABOUT US:

"World Boating Day has the potential to inspire future generations, increase awareness of the boating industry and make it more accessible to wider audiences."

"World Boating Day is an opportunity to show that boating is much more than boats and yachts, it is a world of people, skills, innovation and passion."

"I just believe so much in what your doing and how much of a good thing it is that you have this platform to help promote how people work, use their boats and industry too. I am a big supporter! Highlight of my year!"

"The broader the barrier of the industry, more important it is to touch people who are not familiar with the industry. That's what World Boating Day is doing and in France, we really need it."

"We are so appreciative of this opportunity and all of the work you do in delivering this enormous world event."

"Giving people the chance to experience boating first-hand can spark an interest in those who may never have had the opportunity before, helping to grow the boating community and encourage future participation."

WORLD BOATING DAY

Ambassadors



Luke McCaul

Zeal Marinas

AUSTRALIA AMBASSADOR



Liz Schmidt

*Aboveboard Consulting,
Shipyard Supply USA*

USA AMBASSADOR



Marina Jarniat

Crusoe

FRANCE AMBASSADOR



Filippo Ceragioli

Ceragioli-Storåkers Associates

ITALY AMBASSADOR



Andrea Tagliaferro

Yacht Femme

USA AMBASSADOR



Nikusia Kooijmans

OneXP

NETHERLANDS AMBASSADOR



Dr. Julia Riedmeier

Code | Luxe

GERMANY AMBASSADOR



Oguz Bilgin

YPY Turkey, TransDiesel

TURKEY AMBASSADOR

Championed by





2027 EDITION?

stay tuned & register your interest



www.worldboatingday.com

World Boating Day

led by The Superyacht Life Foundation



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